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Abstract

This study seeks to find the relative importance of environmental elements attributes such as green space and waterbody facility benefits that home buyers consider in residential areas. This is descriptive research in which a structured form of survey was distributed to selected housing schemes under Johor Bharu city council. It was administered to collect data from the respondents. The main preferences attributes of urban environmental elements by homebuyers' decisions were found to be waterbody. The variable could be grouped into 3 main categories that consist of benefits, physical and value of the urban green elements. This study was the first to include both attributes from elements of green space and water body. The selection of the case study only covers residential properties owners in Johor Bharu. This study could provide best indicators for purchase decisions that could be embedded in the design of future residential development. Stakeholders and policy makers could also provide incentive, recognition and take actions to increase awareness related to allocation for these elements (green space and water body) area to internalise the medium- and long-term goals of high quality of life among urban citizens. The public inclusion and preferences for residential development could likely create a greater demand for sustainable development of residential properties in the future. This could further facilitate more interest in providing a healthy and sustainable residential property development and investment in the future.

Keywords: Urban Environmental Elements, Homebuyer Preferences, Sustainability, Factor Analysis

Introduction

The quality attributes of housing are crucial for realising the basic requirements of people. There are hundreds of attributes considerations for identifying the best and influences of potential home buyers to purchase their house. Besides providing shelter, a home will be the place that most people spend their daily activities. The availability of urban environmental elements in their vicinity will give insights, satisfaction and uplift the quality of life among the residents. The creation of urban environmental elements in the urban area was among the